

FIG. 1

ATTRIBUTE	VALUE
QUALITY 1	≥6
QUALITY 2	8
TIME	≥30 DAYS
DELIVERY	SAN FRANCISCO
BUYER CREDIT RATING	6
PRICE	60

FIG. 2

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ATTRIBUTE	NOMINAL VALUE	VARIANCES
QUALITY 1	5	-1: +10, MAX OF +20 6: -20
QUALITY 2	7	8, 9: +5 ≥10: +9
TIME	AFTER 9/15/99 AND ON OR BEFORE 10/11/99	10/12/99 - 10/15/99: -8
DELIVERY	SAN FRANCISCO	CHICAGO : -20 OTHER U.S. CITIES: -25
SELLER RELIABILITY	3	
A ₁	X	X_1 : +4 X_2 : -3
A ₂	Y	
A ₃	Z	
PRICE	100	MINIMUM 70 MAXIMUM 150

TRICE

FIG. 3

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ATTRIBUTE	NOMINAL VALUE	VARIANCES
QUALITY 1	5	0
QUALITY 1	6	-20
QUALITY 1	4	+10
QUALITY 1	1, 2, OR 3	+20
QUALITY 2	7	0
QUALITY 2	8, 9	+5
QUALITY 2	≥10	+9
TIME	AFTER 9/15/99 AND ON OR BEFORE 10/11/99	0
TIME	10/12/99 - 10/15/99	-8
DELIVERY	SAN FRANCISCO	0
DELIVERY	CHICAGO	-20
DELIVERY	OTHER U.S. CITIES	-25
SELLER RELIABILITY	3, 4, OR 5	0
A ₁	Χ.	0
A ₁	X ₁	+4
A ₁	X ₂	-3
A ₂	Y	0
A ₃	Z	0
BUYER CREDIT RATING	6	0
PRICE	100	70 TO 150

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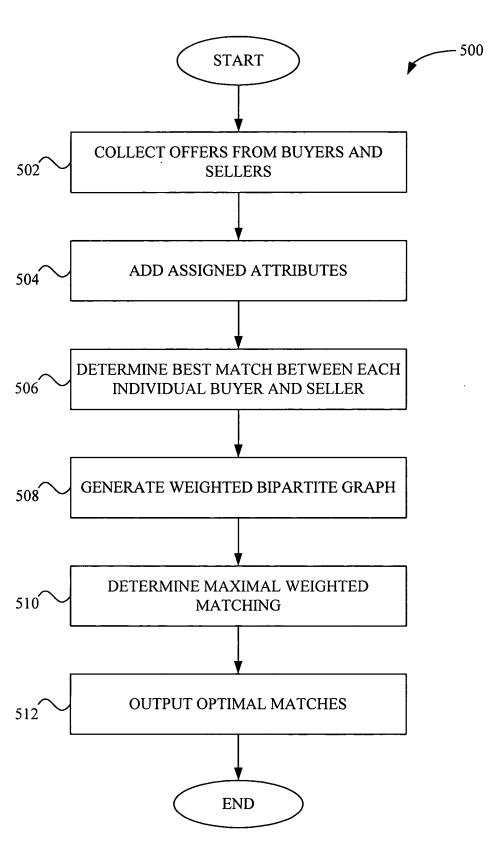
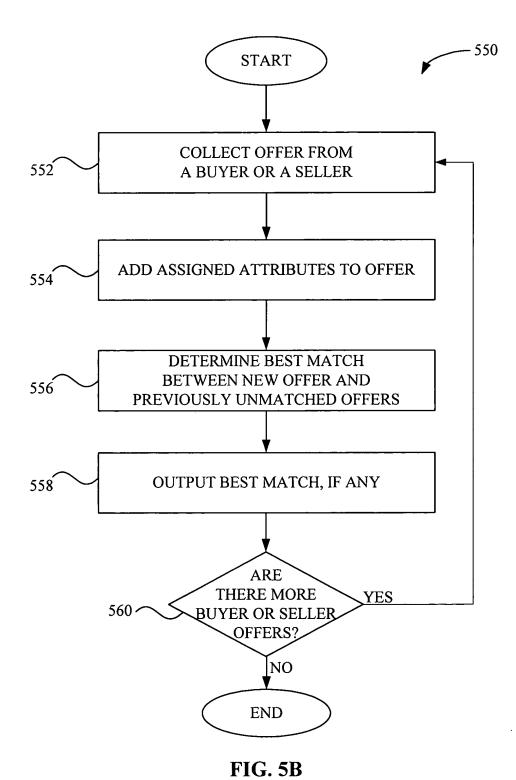


FIG. 5A

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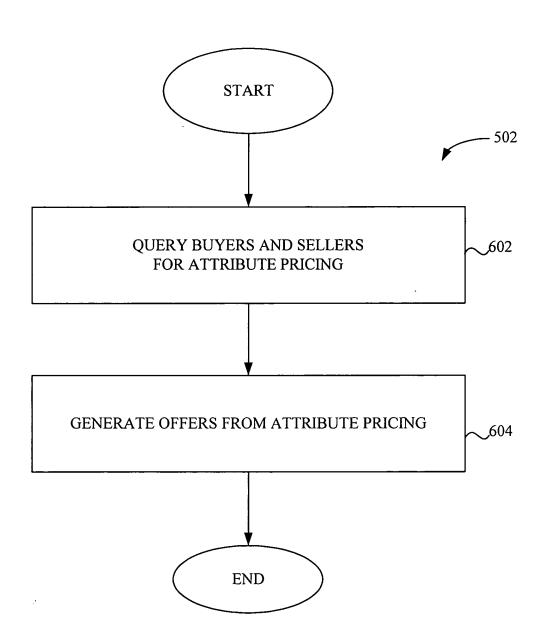


FIG. 6

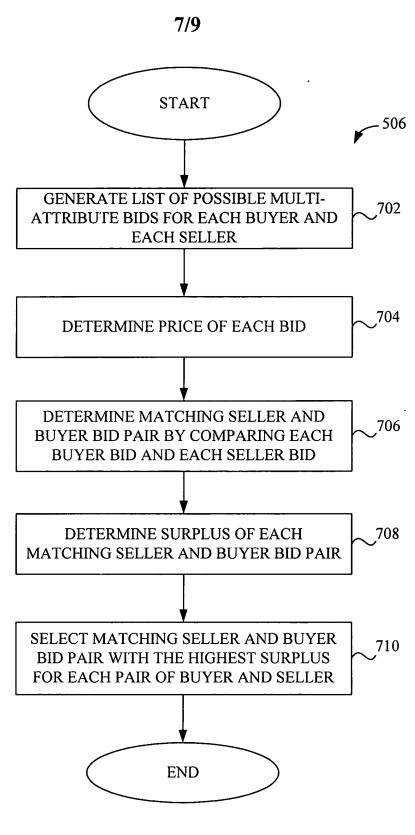


FIG. 7

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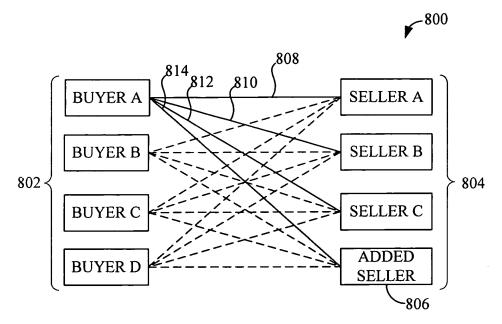


FIG. 8

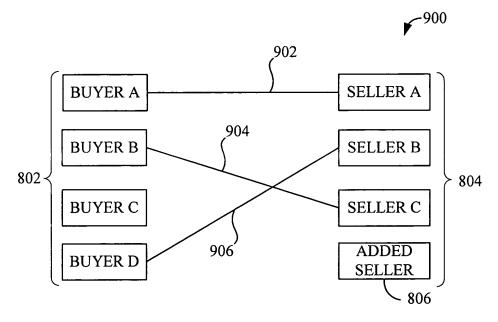


FIG. 9

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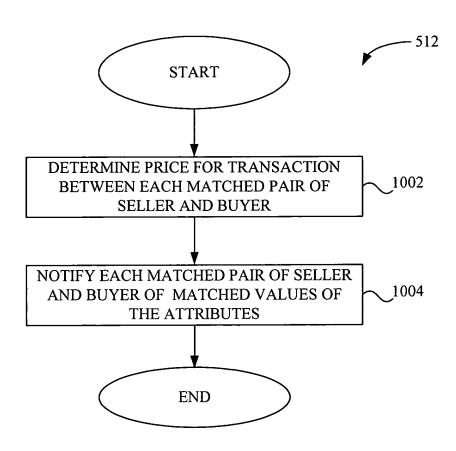


FIG. 10